LIGHT POLE BANNER POLICY

City of Rapid City Light Pole Banner Policy

This policy outlines guidelines for City oversight of the use of banner space on light poles and other structures in the right of way and on City property.

1. Banner Eligibility Requirements:

1.1 Banners hangars are available on City light poles to the following categories of applicants: governmental entities, educational institutions within the City, and non-profit organizations or groups announcing particular civic, fraternal, or other non-profit community events, activities, and/or celebrations.

1.2 The banner may not advertise any product, event or organization for the purpose of private profit. The banner may not convey a commercial message. Any sponsorship recognition on the banners must be located in the lower 15% of the banners.

1.3 Political advertising or advertising of political events or activities is specifically prohibited.

1.4 Banners shall have rod pockets or tabs that slide onto the banner rods. Applicants or installers shall ensure that the banners are properly secured to the banner rods; use of zip ties is acceptable. Applicants may consult with manufacturers about a means of securing banners tightly to the banner rods.

1.5 Banner sizes to be no larger than 30” wide by 60” tall.

1.6 No banners are allowed on poles within active construction sites.

2. Banner Pole Reservation Process

2.1 Banner poles are reserved with the Department of Public Works.

2.2 Reservations are granted on a first-come, first-served basis.

2.3 Reservation applications shall at minimum contain the following information: Name of permittee, including a contact person and phone number; name of benefitting organization, if different; name, description, and date of event, activity, or celebration; name of licensed sign company installing the banners; zone(s) which applicant wishes to reserve; scaled copy or drawing of the proposed banner, desired dates of banner installation and removal, and copy of insurance policy with the City named as an additional insured.
2.4 Applicants must reserve the entirety of a zone for their banner use; partial reservations of a portion of one zone are not allowed. Applicants may reserve more than one zone.

2.5 Zones may be reserved on a calendar month basis. As Zones B and C are not available from November 12 to January 5 of any year, the January reservation is from January 6-January 31, and the October reservation is from October 1-November 12. All other time periods are from the first day of the month to the last day of the month.

2.6 Applicants who reserve zones shall provide insurance in accordance with Section 4.5 prior to banner installation.

2.7 Reservations will be considered no earlier than six calendar months prior to the first day of the month in which the banner display is requested. For example, a request for a July 4 display may be made no earlier than January 1. Applications must be submitted no less than 30 days in advance of requested display time period. Upon application, the City may authorize a current applicant to apply to remain for consecutive monthly time periods, if no other applicants apply for banner use. Such extensions may be granted 30 days in advance of the removal date.

2.8 All Zones may be initially reserved for up to two calendar months. All Zones may be supplemented with subsequent monthly availability, upon application, as described in 2.7, above.

2.9 Installation may begin the first day of the month reserved. Removal must be accomplished no later than the last day of the month reserved. The City prefers banners to go up on Tuesdays and come down on Mondays, if possible, to facilitate traffic flow and safety. Consecutive applicants may coordinate with the same sign contractor to arrange for installation and removal on the same date.

2.10 If the City Traffic Engineer or Public Works Director believes that the public’s health, safety, and welfare, to include concerns regarding the structural integrity of any pole, requires the removal of some or all of the banners, the applicant shall remove its banners from the street area as directed by and to the satisfaction of the City. If the applicant fails to remove its banners as directed, the City or its contractors may remove the banners and applicant shall be responsible for any such costs. If the signs are removed under this section, the City shall not be liable for any costs of whatever nature incurred or suffered by the applicant or anyone else arising from the removal of the signs.

3. Fees:

Reservation of a zone requires payment of a fee of $100 for each zone reserved, for the initial time period, regardless of Zone. Subsequent time periods for the same applicant
are $25 per month. Payment for the initial period must be made at least two weeks in advance of installation, at the time insurance documentation is provided to the permitting office. Payment for subsequent months is due no later than 10 days prior to the start of the subsequent month. Failure to pay the subsequent month application fee may result in removal of the banners by the City, with costs charged to the banner holder.

4. Installation and Removal:

4.1 Applicant shall contract with a licensed sign company to install and remove the banner rods and the banners, with the banner fabric base no closer than 12 feet above the nearest sidewalk. Banner rods will be stored at the Parks and Recreation Department, and the licensed sign company, or an authorized group representative, shall coordinate with Parks Staff to obtain the banner rods. Methods of installation shall comply with any instructions provided by the City of Rapid City.

4.2 Banner rods and banners shall be installed and removed during off-peak traffic hours, whenever possible. Installation or removal is discouraged on any weekday between the hours of 7 a.m. and 9 a.m. or 3 p.m. to 6 p.m. The City prefers banners to go up on Tuesdays and come down on Mondays, whenever possible.

4.3 A right-of-way permit is required for the installation or removal of the banner rods and banners. The associated fees for the use of the street light poles will be included in the right-of-way permit. Traffic control measures shall be employed as needed and shall comply with all MUTCD and City regulations and requirements.

4.4 Applicants and/or installers shall be responsible for the cost of repairing any damage done to banner rods or hardware, light poles, bollards, utility fixtures, landscaping, or grass in medians and parking area.

4.5 Applicants or the installer shall provide the City with a certificate of insurance evidencing Commercial General Liability Insurance that names as Additional Insured “The City of Rapid City, its officers, employees and agents.” Coverage must be maintained for the duration of the display. Insurance coverage shall be provided in the amount of $1 million per occurrence, $1 million general aggregate. The insurance certificate must be provided to the Public Works Department at least two weeks before the banners are to be installed, or the reservation will be revoked.

4.6 The City will report problems with banners on display to applicants, who shall take corrective action within 24 hours of notification. If any problem is deemed a hazard by the City pursuant to Section 2.10, or if the banner rods and/or banners are not installed per City specifications, the City may immediately remove banners and/or revoke permission, and the City’s cost to remove the banners will be the applicant’s responsibility.
4.7 The City of Rapid City does not assume any responsibility for damage to banners.

5. Locations (excluding DOT areas and poles used for traffic signals).

(Specific number of appropriate poles to be confirmed and included on a map with this section)

Zone A – Promenade and Memorial Park – approx. 52 poles available.

Zone B – West Main Street between Cross Street and West Boulevard and St. Joseph Street from West Street to West Boulevard – approx. 18 poles available.

Zone C – Kansas City Street from West Boulevard to 5th Street (does not include West Blvd intersection) – approx. 16 poles available.

Zone D – East Boulevard from Saint Joseph Street to East Philadelphia Street – approx. 29 poles available.

Zone E – Canyon Lake Road from Jackson Blvd to Mountain View – approx. 65 poles available

Zone F – Sturgis Road from West Chicago to West Main Street, and West Main Street from Sturgis Road to Cross Street – approx. 26 poles available

Zone G – Sheridan Lake Road from Canyon Lake Drive to Jackson Boulevard – approx. 14 poles available

Zone H – North Street from Nickel Street to the 2nd Driveway into Central High School (Approx. 700’ east of I-190) – approx. 7 poles available

Zone I – LaCrosse St from Omaha to Eglin – approx. 29 poles available

6. Policy Amendments:

City reserves the right to amend this policy at any time. City reserves the right to add or subtract available zones, as community needs indicate, balancing the factors of community aesthetics, pedestrian and driver safety, protection of property values, and compatibility of banner placement with the surrounding environment.

7. Right of Appeal:

Challenges to the application of this policy to an individual circumstance may be appealed to the Director of Public Works, who will issue a written response containing the reasons for decision. Further appeal is authorized to the full City Council. Responsibility of scheduling for City Council consideration shall be with the appellant.
8. Severability:

If any portion of this policy should be deemed in violation of applicable ordinance or statute, the remainder of the policy shall remain in full force and effect.

9. Adoption of Policy

This policy was adopted by City Council on the _______ day of ____________, 2022, and remains in effect until revised according to the terms of this policy, by revocation of the City Council, or by operation of law.

Dated this _____ day of ____________, 2022.

_______________________
Mayor Steve Allender

ATTEST:

_________________
Finance Officer
(SEAL)

Dated this ___ day of ______, 2022.